

ORDER



Orders
Order / Rev: 170888
Alt Order #: 06401973
Product Desc: ENDING SPEND ACT FND
Estimate: 3558
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency Name: American Media Advocacy Group
Buying Contact: Tracey Robinson
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Issue/Ending Spending Fund
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	3	\$8,000.00	\$6,800.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	3	\$8,000.00	\$6,800.00	0.00
Totals	3	\$8,000.00	\$6,800.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	16%	\$8,000.00
Market	100%	\$50,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	28%	\$14,000.00
WITI	28%	\$14,000.00
WMLW-	3%	\$1,500.00
WPXE	0%	\$0.00
WTMJ	25%	\$12,500.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	11/02/12	11/02/12	Dr. Phil 4p-5p	CM	4p-5p	----1--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				Dr. Phil 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$1,000.00		0.00			
2	WDJT	11/05/12	11/05/12	Wheel of Fortune 630p-7p	CM	M-F 630p-7p	1-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				630p-7p/Wheel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$3,000.00		0.00			

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 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	11/03/12	11/03/12	SEC Prime Game	SPRT	7p-10p	-----1-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
				SEC Prime Game 7p-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-		1				\$4,000.00		0.00			
													Totals	3	\$8,000.00